



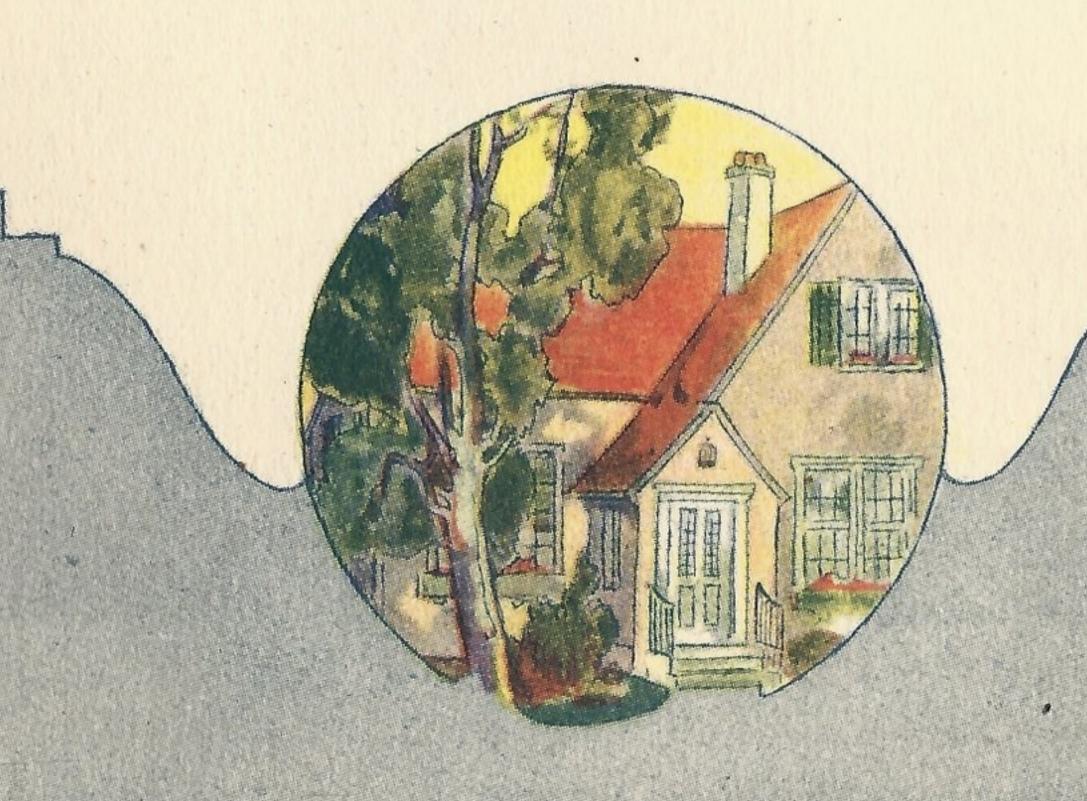
Foreword

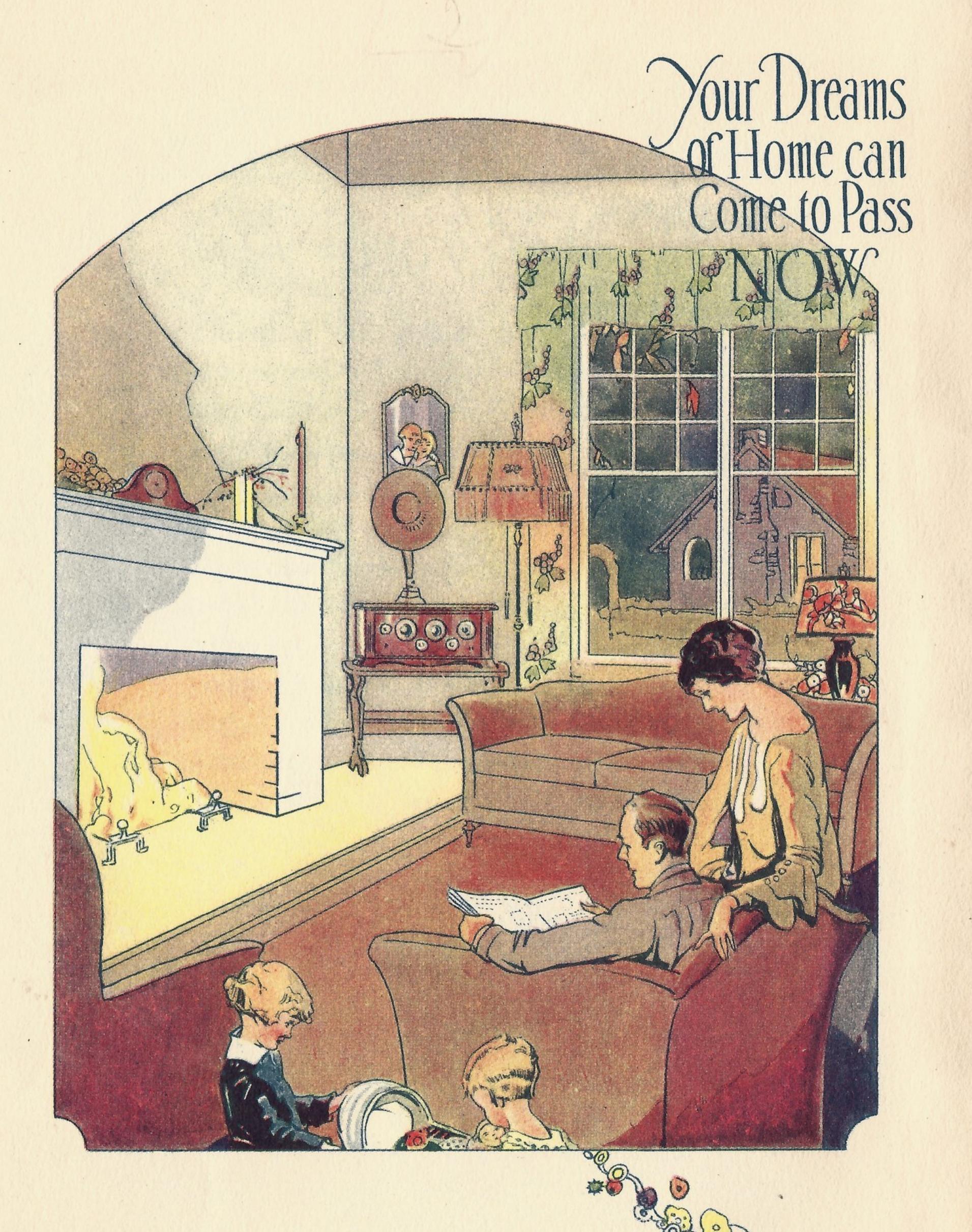


"Home-keeping hearts are happiest" wrote Henry Wadsworth Longfellow, our own dearly loved American poet. But home-keeping hearts are only truly happiest when they are bringing to pass higher and nobler dreams of home.

How we long to see those dreams made real in inviting furnishings, that make home, indeed, a place of comfort, peace and beauty.

This little book points the way of opportunity to the home of your dreams! And more—it welcomes you warmly to the happy host of Larkin Secretaries.





HE Larkin Plan comes to you with the promise that NOW you may add to your home the lovely furnishings that you long to possess.

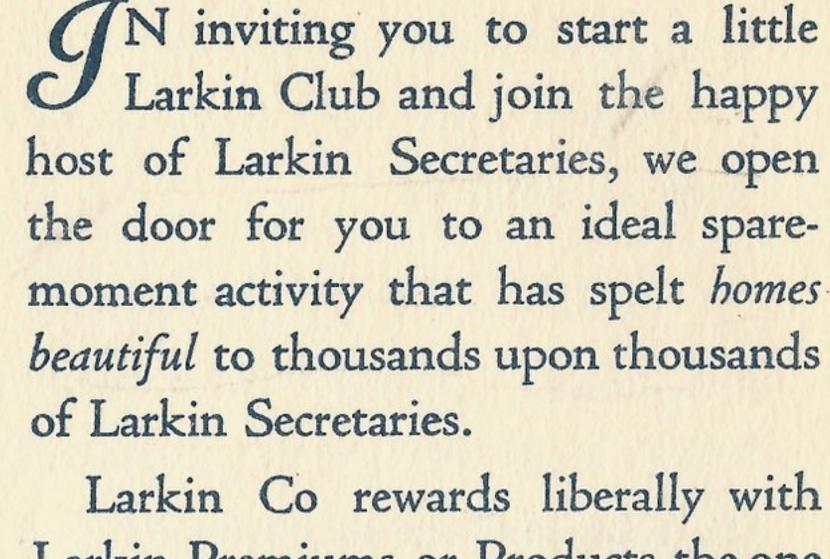
FACTORY-TO-FAMILY is the Larkin Idea—an idea that has made it possible for millions of American households to furnish home attractively with Larkin Premiums, simply through buying their household supplies on the Larkin Plan.

By selling direct to the consumer pure foods, soaps, laundry supplies, toilet preparations, apparel and hundreds of other daily household needfuls, made in our own great factories at Buffalo, Larkin Co gives the saving to the Larkin customer in the form of valuable Premiums—carefully chosen furniture, lamps, rugs, silverware, cut-glass, stylish apparel, or your choice of the hundreds of other Premiums shown in the Larkin Catalog.

Could you think of any nicer or easier way to furnish your home? Little wonder that hundreds of thousands—yes millions of women buy their pure foods, soaps, toilet articles, etc., from the Larkin Products list! For each one rolls round the glad day when a daintily shaded lamp, a comfortable rocker, choice curtains or a fine looking, fine wearing rug comes into the home—her Premium through Larkin dealing.

Now the Larkin Club is the popular way that folks enjoy this most delightful advantage of Larkin buying. The one who starts a club and conducts it is the Larkin Secretary. Let us tell you why you will be glad to start a Larkin Club of your own.

a Larkin Club will Bring You Many Lovely Things

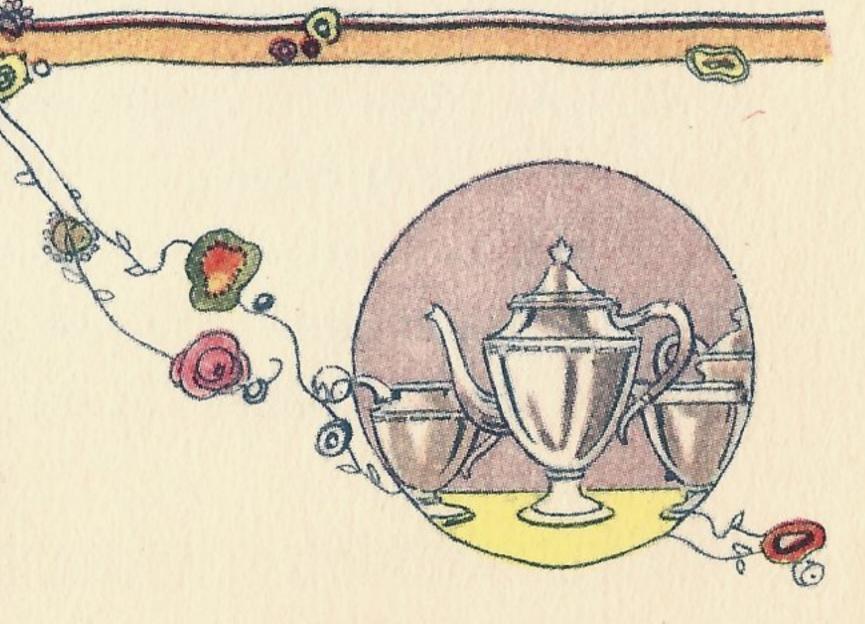


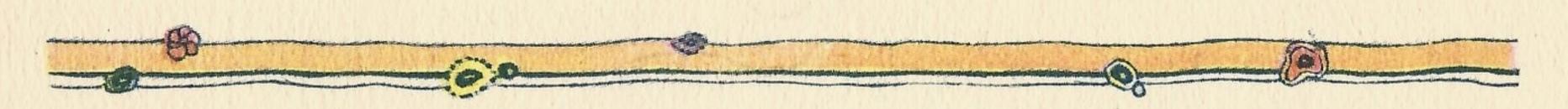
Larkin Co rewards liberally with Larkin Premiums or Products the one who starts and runs a Larkin Club. Ask any Larkin Secretary to tell you what Larkin Rewards have done for her and she will point out many lovely Larkin Premiums in her home.

You, too, may add a daintily shaded lamp, a comfy chair, a new rug, choice curtains or gleaming silverware as your Rewards for starting a Larkin Club. Resolve now that you will enjoy these Rewards and that you will gather together your own happy little Larkin Club.

A Larkin Secretary is usually a member of the club herself obtaining Premiums by the purchase of Larkin







Products. Her Rewards are IN AD-DITION and are given her for conducting the club. The Larkin Club, as explained on the page following, comprises usually the purchase of \$50 to \$100 in Larkin Products, each member receiving a Larkin Premium of her choice. The Secretary's Reward is always one-fourth of the amount of the club purchase in the form of Larkin

Examples of Rewards

Money Sent	Reward in Coupons	Money Sent	Reward in Coupons
\$10.00	\$2.50	\$18.00	\$4.50
10.20	2.55	20.00	5.00
10.40	2.60	25.00	6.25
10.60	2.65	30.00	7.50
10.80	2.70	40.00	10.00
11.00	2.75	50.00	12.50
12.00	3.00	60.00	15.00
15.00	3.75	80.00	20.00
16.00	4.00	100.00	25.00

Coupons exchangeable for Larkin Premiums or Products.

The Example Table on this page entitled "Examples of Rewards" shows just what the Secretary gets in Larkin Coupons on each order. Larkin Rewards are paid on club orders only when they amount to \$10 cash or more.

What will particularly delight you is the ease with which you start your little Larkin Club. As you read the pages that follow, you will be impressed with the natural way in which one step follows another in starting a club.





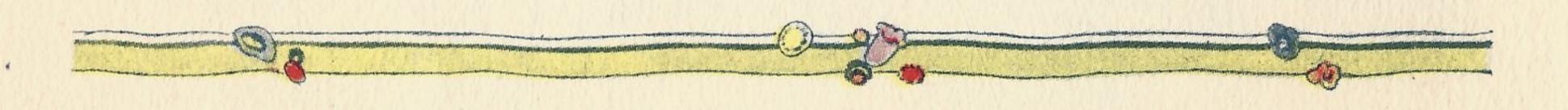
ROBABLY your first Larkin Club will be a little Larkin Club-of-5. Almost all Secretaries plan to start that way. And let's assume that you are going to be a member of the club your-

self and ask four others to join you.

Each of you in turn will receive a Larkin Premium given with a \$10 order. To make up this \$10 required, each will purchase monthly, \$2 worth of Larkin Products as her proportionate share. These orders will be sent for five successive times until all have their Premiums. You can easily see that on this plan each of you will have purchased \$10 worth of Larkin Products by the time the series of five club orders is completed.

The Larkin Secretary's Rewardjust for obtaining and forwarding the orders of a Club-of-5 amounts to \$12.50 in Larkin Coupons which may be exchanged for any Premium offered with that amount.

Naturally, when you think of sharing any benefits or advantages you think first of your own dear folks. Thus it will be with your Larkin Club. Probably mother or sister or some of "hubby's folks" live right in town or near by. They will welcome the opportunity to get lovely Larkin Premiums through your Larkin Club. Larkin Products include such a vast variety of quality goods to supply personal and household needs that each one can easily use \$2 worth of Larkin Products a month. And how glad all will be to choose a handsome Larkin Premium when their turns come in the club.





Whatever the season of the year, there is always a welcome for the Larkin Premium. From the pages of the Larkin Catalog you and your club members may select prized personal possessions and ideal birthday, anniversary and Christmas gifts for others as the turns for the Premium roll around.

Oftentimes a Secretary finds right among her own relatives enough to start a Larkin Club-of-5. If not, she naturally extends her invitation to her dearest friends and closest neighbors. Every one has an intimate little circle of friends. How natural to extend them the privilege of membership in your Larkin Club. Then, too, your own folks who belong to your club will know those whom they are eager to have you make a place for, as well.

You will probably find that you have far more than five members before you have even begun to start. If such be the case,

make your club a Larkin Club-of-10 at \$2 a club share.

The Larkin Club-of-10 is very popular. In this club, of course, there are ten successive orders, each member taking the Premium in turn, just as in the Larkin Club-of-5. In the Club-of-10, however, at \$2 a share, since each club order totals \$20, Premiums will be those offered with \$20 worth of Larkin Products.

The Larkin Secretary's Rewards for a Club-of-10 at \$2 per share amount to a considerable sum. Since the orders total \$200 in all, the Rewards amount to \$50 in Larkin Coupons.





GINCE the Larkin Club is usually a club of close friends or congenial neighbors, a social meeting now and then is enjoyed by all. Usually it is just a jolly little gathering marked by games followed by refreshments of the simplest nature. Indeed, elaborate entertainment would be out of place at a little informal gathering like a club meeting.

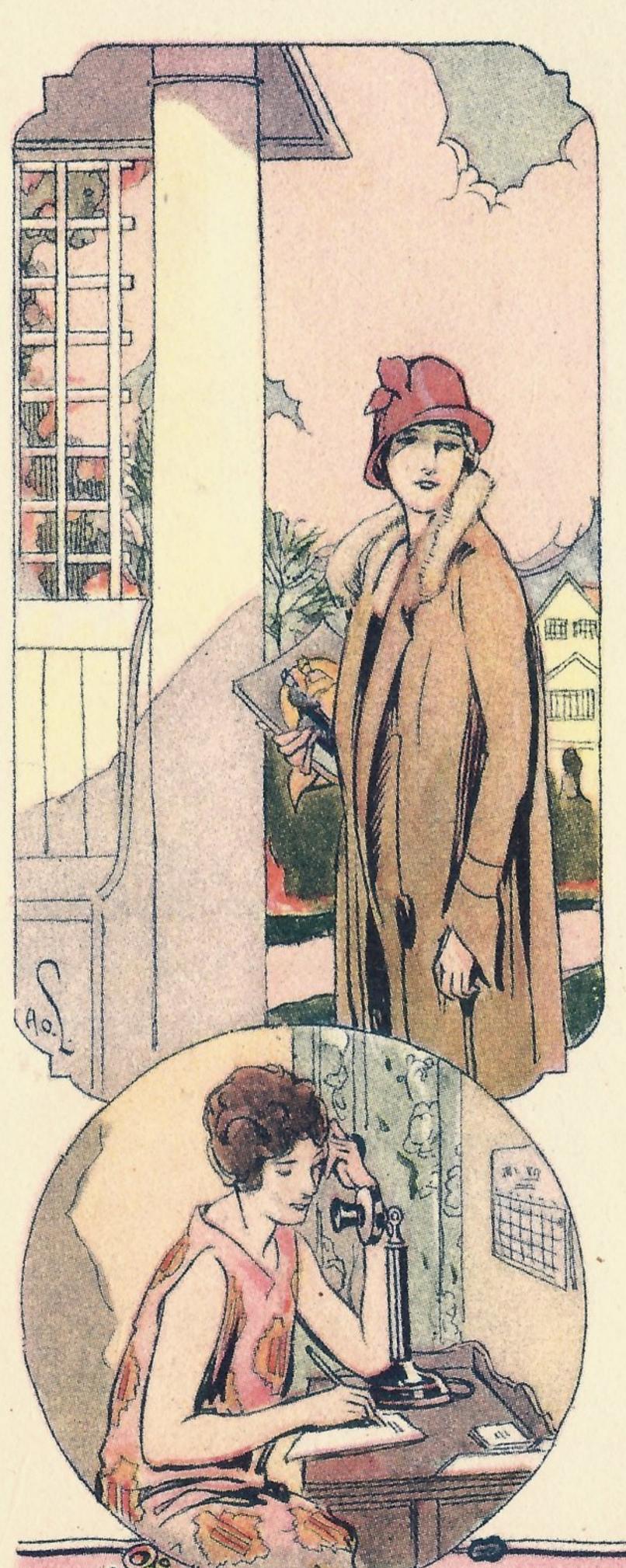
Larkin Secretaries generally entertain at the first meeting of their club when the Premium turn is determined. The Secretary is thus afforded an opportunity to make every one perfectly at home with the other members in the club, to explain the Larkin Club and point out the wide variety of Larkin Premiums and Products from which selection

can be made and to take up the first club order. Oftentimes clubs like to hold subsequent meetings around at the various members' homes. As a rule, such meetings are held at the home of the member whose turn it is to receive the Premium.

club to decide other good on the as they saving gained through Entertainment is, however, entirely a matter for each upon thousands of Larkin Clubs appreciate clubs which seldom meet, and almost as much improvement and their parties and picnics, are together, for itself. benefits

First Steps in Starting Your Larkin Club



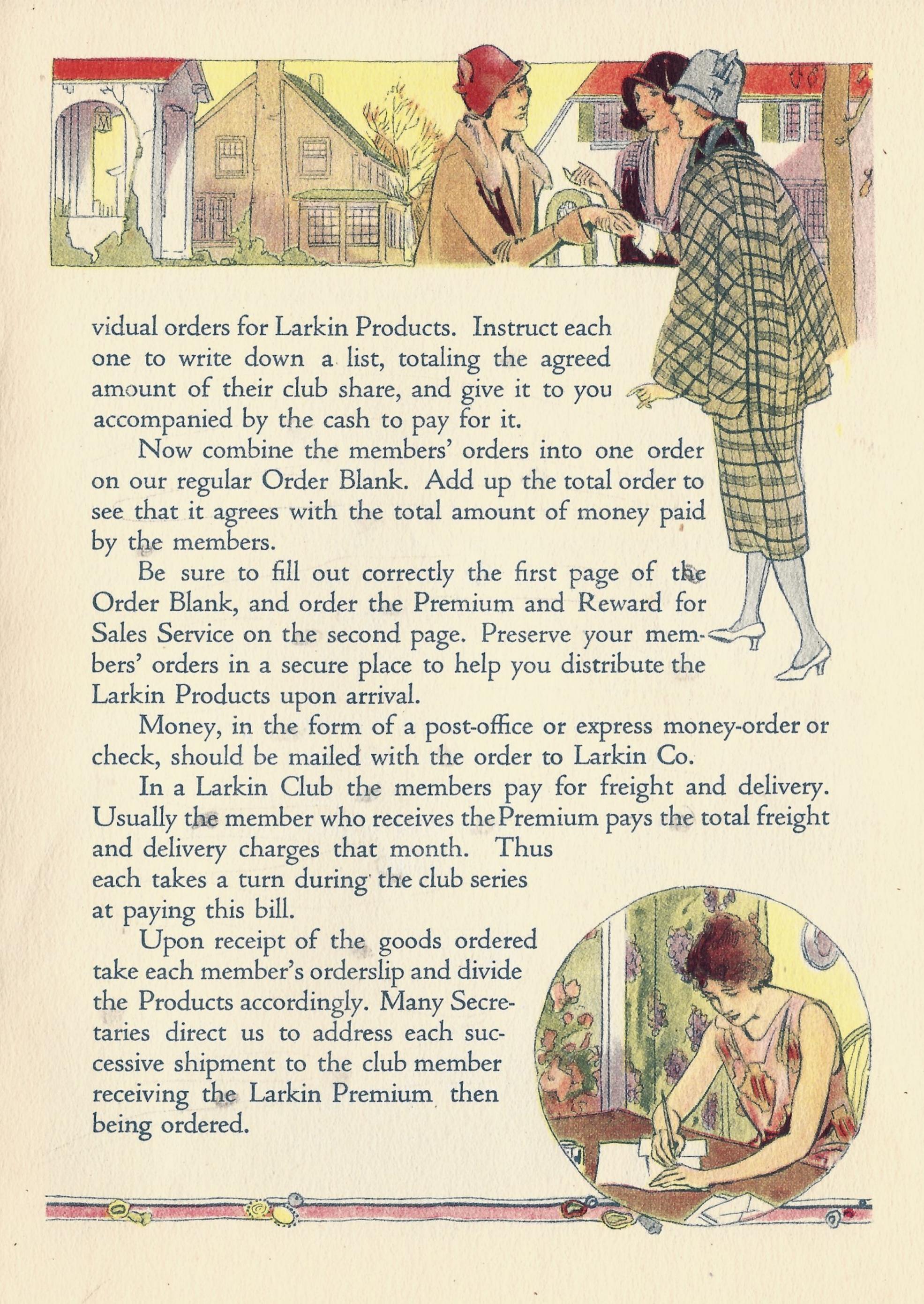


of your own folks and friends whom you intend to invite to join your club. Then call upon them, armed with your Larkin Catalog, and extend your invitation. Or if a telephone is handy, you can form your club that way in a jiffy.

Remember to ask those who join for the names of any friends whom they would like to join the club, too. Your Larkin Catalog will help you to obtain members quickly. Point out the beautiful Premiums that may be easily obtained simply through the purchase of daily housekeeping needs from the Larkin Product list.

When your club is organized, send us immediately your first order on the Larkin Order Blank. Also send the Club Members' Enrolment Form, signed by your members.

On an appointed day, obtain from your members their indi-



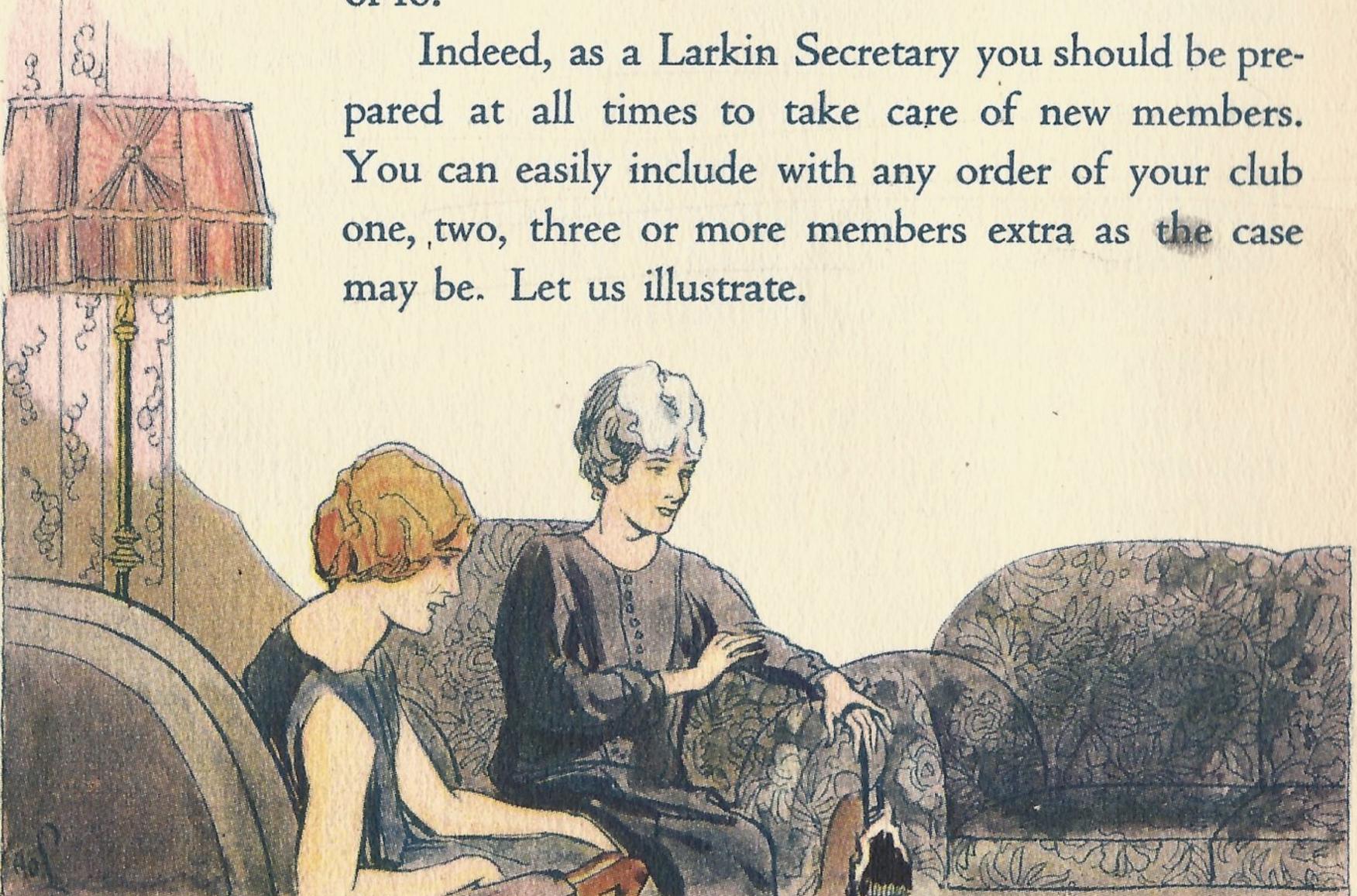
It Pays to Take in New Members Frequently

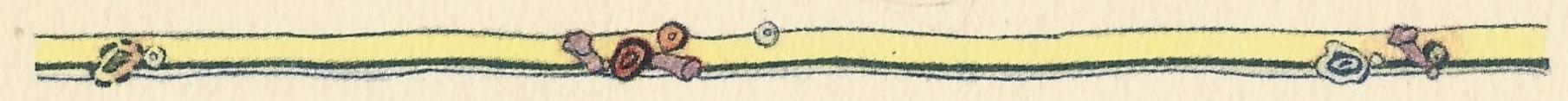
Club with relatives and close friends, you find as a rule that the circle widens rapidly. Your club members have so many friends of

theirs whom they wish you to include and you are constantly meeting folks whom you naturally want to have as club members.

Then, too, when the Larkin Premium representing their Factory-to-Family saving arrives, each member will proudly display it to her own circle of friends, saying, "I belong to Mrs. So and So's club and this is the Premium I received for just spending a part of my housekeeping money the Larkin Way."

Probably some of these friends will want to be in a Larkin Club, too. Thus you will find with delight that you have enough members for another club or to expand your Club-of-5 to a Club-of-10.

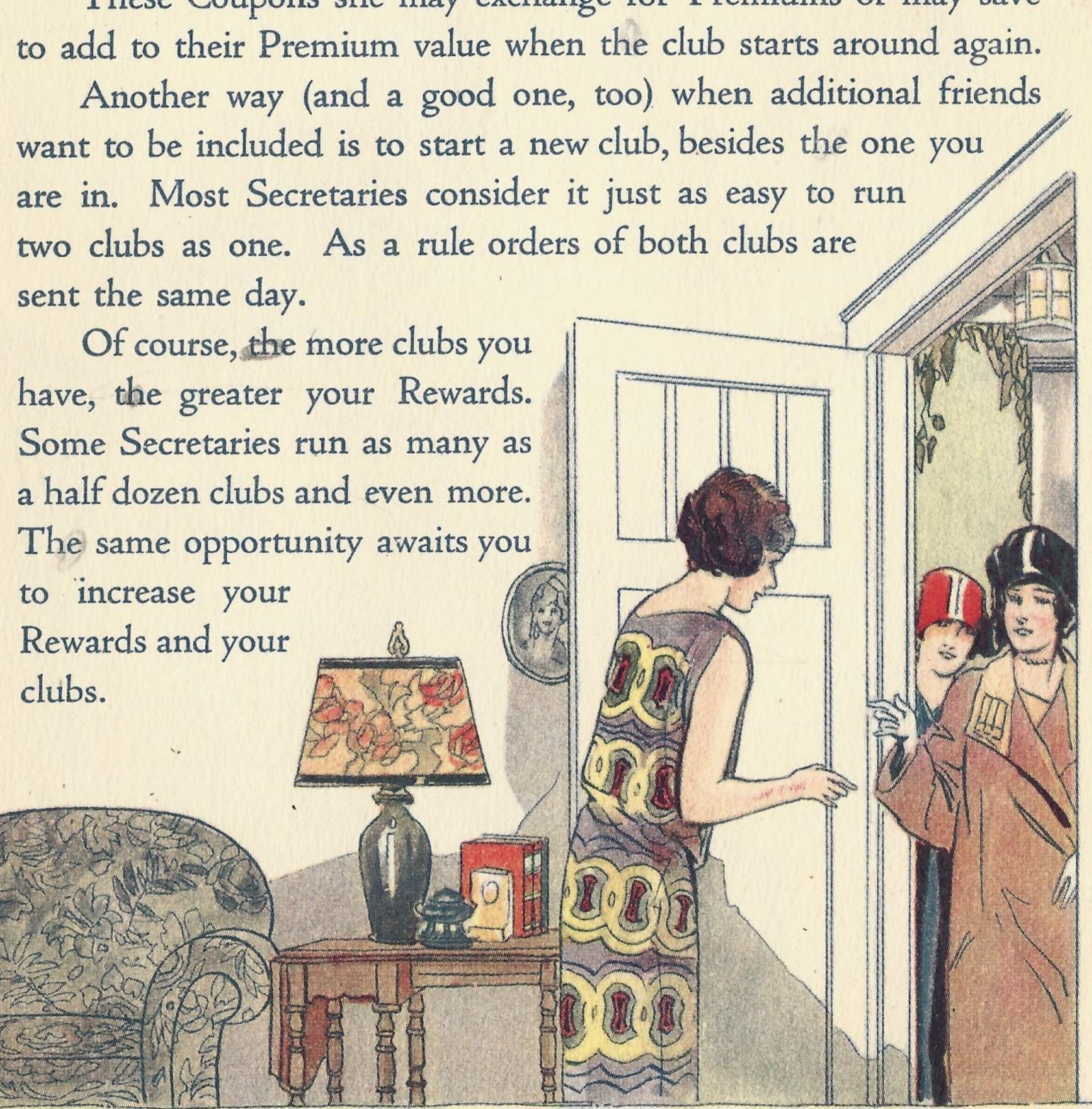




Suppose that at just the time that you are to send in the third order of your club another friend asks to be included. This often happens. You will answer in some such manner as this:

"Of course, I shall gladly take care of you. Just pick out \$2 worth of Larkin Products as the other ladies are doing. Instead of having a Premium turn this time around, you will receive \$2 in Larkin Coupons, which will be exchangeable for a Larkin Premium."

These Coupons she may exchange for Premiums or may save

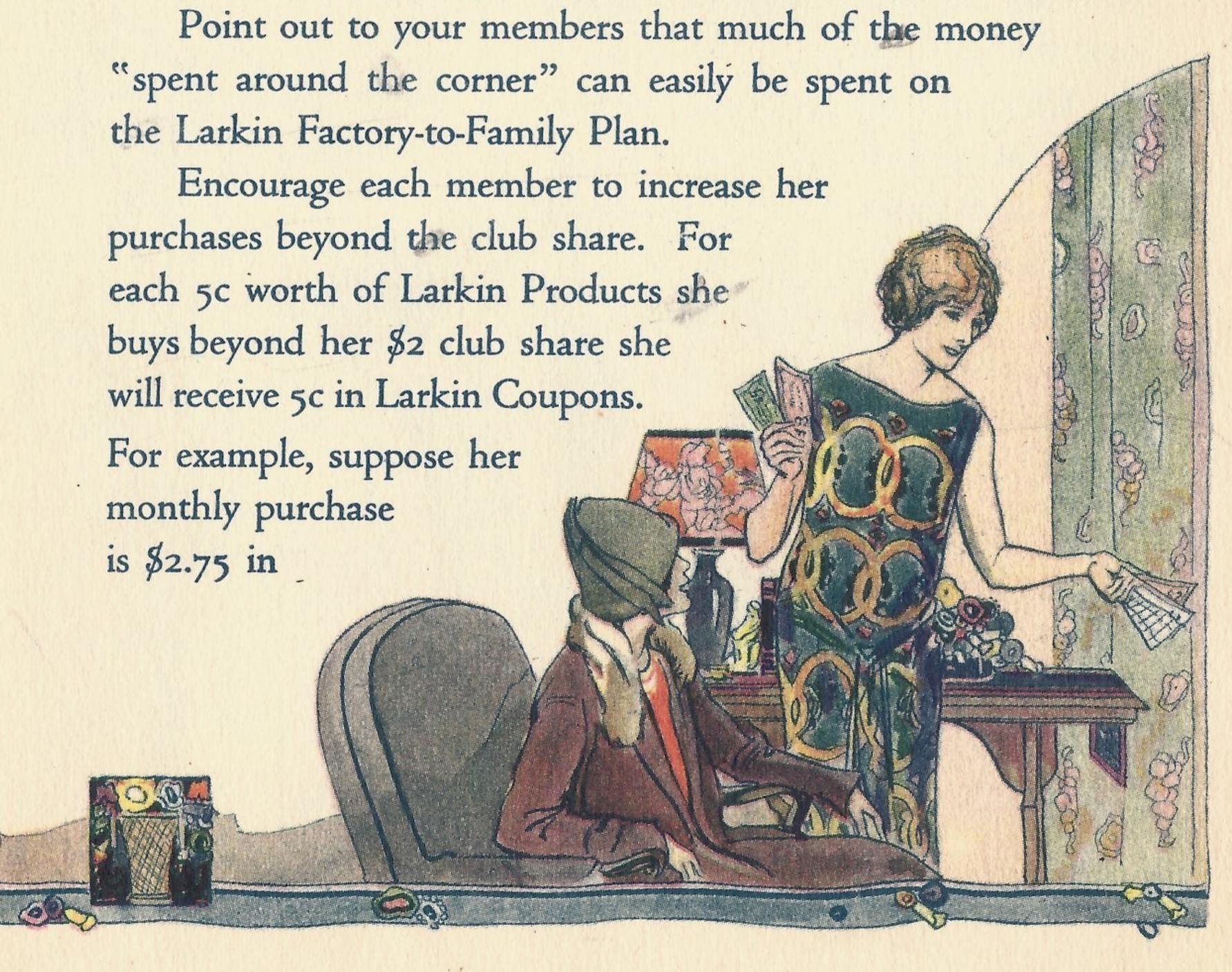


Your Club Members Will Buy More if You Teach Them How

OFTENTIMES your club members will desire Premiums given with larger purchases of Larkin Products than for regular club shares. They

may obtain such Premiums in one of two ways. They can pay in cash the extra amount due. For example, if the member is entitled to a Premium given with a \$10 purchase and she wishes one given with a \$20 purchase, she may pay the difference in cash at half price, or \$5.

Or the club member may buy extra Products each month at Catalog prices and ask for Larkin Coupons, until she has enough Coupons saved up to pay for any desired Premium.

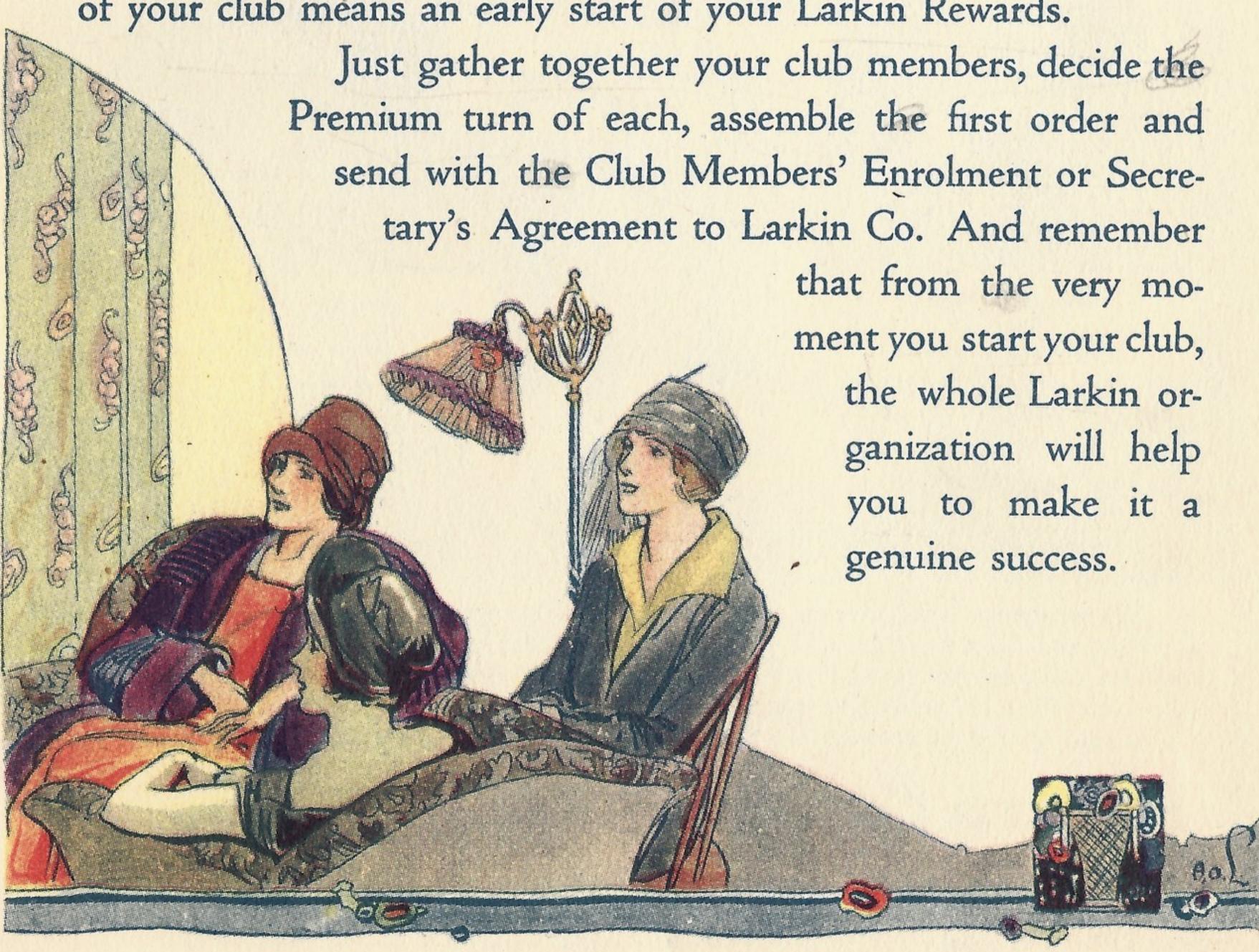


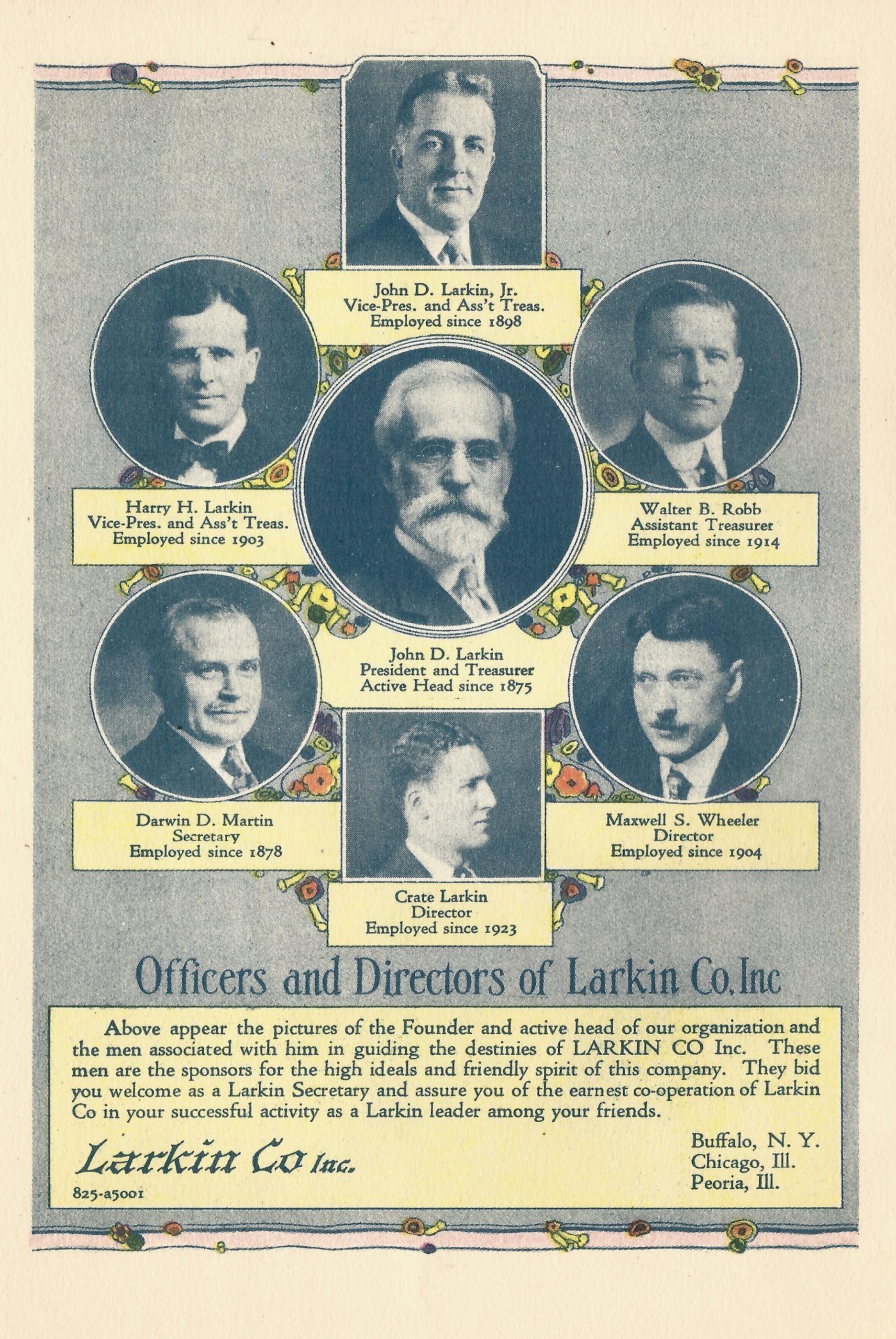


Larkin Coupons. Naturally \$2 will apply toward her club share and her regular Premium in the club. But the extra 75c worth of Products she purchases will bring her 75c in Larkin Coupons which she may add to her Premium value and save for a better Premium.

And for the Secretary, there will be greater Rewards, for you are rewarded for every penny's worth of business you send us. Thus, it will pay you to encourage your members to buy more than the club share.

And now accept our invitation to become a Larkin Club Secretary. No doubt, as you have read this booklet you have pictured your club. You have thought of just the folks you would ask to make their homes more comfortable with Larkin Premiums as members of your club. Don't delay! Do it to-day! An early start of your club means an early start of your Larkin Rewards.







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